

Message Text

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PAGE 01 QUITO 01935 251634Z
ACTION ARA-10

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FM AMEMBASSY QUITO
TO USDOC WASHDC
SECSTATE WASHDC 3655
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 1935

PASS WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: LETTER OF UNDERTANDING TO AUTHORITIES OF GUAYAQUIL
INTERNATIONAL FAIR RE THE ESTABLISHMENT OF A "U.S. PAVILION."

1. SUBSEQUENT TO OUR INFORMING MR. FERNANDO LEBED, GENERAL
DIRECTOR OF THE BI-ANNUAL GUAYAQUIL INTERNATIONAL FAIR, OF
OUR DECISION NOT TO PARTICIPATE IN THE 1977 FAIR, WE HAVE
BEEN ASKED BY MR. LEBED TO OFFICIALLY LEND THE NAME OF THE
UNITED STATES TO A U.S. PAVILION AT THE FAIR.

2. MR. LEBED'S IDEA IS FOR US JOINTLY TO DESIGNATE A
PRIVATE COORDINATOR, WHO WOULD PUT TOGETHER AND MANAGE THE
U.S. PAVILION AT THE FAIR INDEPENDENTLY OF THE EMBASSY AND
CONSULATE GUAYAQUIL.

3. WE AGREE WITH THIS IDEA, BUT SUBJECT TO THE CONDITIONS
SPELLED OUT IN THE FOLLOWING DRAFT LETTER --FOR WHICH WE REQUEST
THE PROMPT CONCURRENCE OF THE WCAG --WE PROPOSE TO SEND TO LEBED:

4. "DEAR MR. LEBED:
THIS IS TO ACKNOWLEDGE YOUR RECENT PROPOSAL, AS
CONVEYED TO US BY MR. ALFREDO PINOARGOTE AND
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DISCUSSED IN YOUR LETTER OF MARCH 15 TO
AMBASSADOR BLOOMFIELD, TO APPOINT A PRIVATE
INDIVIDUAL TO SERVE AS COORDINATOR WHO WOULD
PUT TOGETHER AND MANAGE AT THE 1977 GUAYAQUIL
INTERNATIONAL FAIR A "PAVILION OF THE UNITED
STATES OF AMERICA".
SUBJECT TO THE FOLLOWING ARRANGEMENTS, WE WOULD

AGREE TO HAVING A PAVILION AT THE FAIR DESIGNATED AS THE "PAVILION OF THE UNITED STATES OF AMERICA":

1. THE COORDINATOR WOULD BE SOMEONE APPROVED BY MYSELF AND BY THE U.S. BUSINESSMEN'S AD HOC COMMITTEE FOR THE GUAYAQUIL INTERNATIONAL FAIR, WHOSE SPOKESMAN IS MR. WARREN HOLST OF THE AMERICAN OPTICAL COMPANY IN GUAYAQUIL. WE DEEM IT NECESSARY THAT THE NUMBER OF CANDIDATES NOMINATED FOR CONSIDERATION BY MYSELF AND MR. HOLST NOT BE RESTRICTED TO THREE (OR TO ANY OTHER NUMBER) AS YOU PROPOSE IN YOUR LETTER TO AMBASSADOR BLOOMFIELD.

2. THE COORDINATOR WOULD RECEIVE A COMMISSION THAT WOULD BE FINANCED BY THE FEES PAID BY THE EXHIBITORS PARTICIPATING IN THE U.S. PAVILION.

3. ONLY THE COORDINATOR WOULD HAVE THE RESPONSIBILITY FOR WORKING WITH YOU AND YOUR COLLEAGUES TO ASSIST PARTICIPANTS IN THE PROPOSED U.S. PAVILION AND TO RESOLVE ANY DIFFICULTIES THE PARTICIPANTS MAY ENCOUNTER. NEITHER HE NOR ANYONE ELSE INVOLVED IN THE FAIR WILL REQUEST ASSISTANCE FROM THE UNITED STATES EMBASSY IN QUITO OR THE UNITED STATES CONSULATE GENERAL IN GUAYAQUIL, AS REGARDS CUSTOMS CLEARANCES OR ANY OTHER MATTER IN CONNECTION WITH THE FAIR. THE UNITED STATES GOVERNMENT IS UNABLE TO PROVIDE FINANCIAL OR OTHER RESOURCES FOR ANY ACTIVITY RELATING TO THE FAIR.

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4. U.S. FIRMS WISHING TO PARTICIPATE IN THE FAIR WILL NOT BE REQUIRED TO EXHIBIT IN THE U.S. PAVILION (ALTHOUGH WE EXPECT THAT MOST WOULD WANT TO).

5. THE GOODS DISPLAYED IN THE U.S. PAVILION WOULD EACH HAVE AT LEAST 51 PER CENT US NATIONAL CONTENT.

UPON RECEIPT OF YOUR LETTER ACKNOWLEDGING THESE ARRANGEMENTS, WE WILL CONSIDER THEM TO BE IN EFFECT. WE WISH YOU AND YOUR COLLEAGUES ALL SUCCESS IN THIS PRAISEWORTHY EFFORT TO FOSTER AND IMPROVE ECUADOR'S INTERNATIONAL TRADE CONNECTIONS.
SINCERELY,

COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS"

5. THE PURPOSE OF OUR SETTING THESE CONDITIONS IS TO ESTABLISH A CLEAR UNDERSTANDING WITH LEBED CONCERNING THE

LIMITED DEGREE OF COOPERATION HE CAN EXPECT FROM THE U.S. MISSION. ALSO, WE DO NOT WANT TO CREATE A SITUATION WHEREBY U.S. EXHIBITORS WOULD BE OBLIGED TO JOIN THE U.S. PAVILION, WHICH WILL PROBABLY COST MORE THAN EXHIBITING IN THE INTERNATIONAL SECTION OF THE FAIR.

6. ONCE WE RECEIVE THE CONCURRENCE OF THE WCAG, WE INTEND TO PUBLICIZE THE LETTER IN ORDER TO AVOID POTENTIAL MIS-UNDERSTANDINGS ON THE PART OF U.S. EXHIBITORS AS TO THE ROLE OF THE U.S. MISSION IN THE OPERATION OF THE "U.S. PAVILION" AT THE GUAYAQUIL FAIR.

7. ACTION REQUESTED: WE WOULD APPRECIATE RECEIVING THE COMMENTS OF THE WCAG ON THIS MATTER BY MARCH 30, IN ORDER TO PROVIDE A TIMELY REPLY TO LEBED.
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NOTE BY OC/T: NOT PASSED TO ABOVE ADDRESSEE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
Control Number: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Document Source: CORE
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Format: TEL
From: QUITO
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770321/aaaaasel.tel
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Litigation History:
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Message ID: c433d0b1-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
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Reference: n/a
Retention: 0
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Review Content Flags:
Review Date: 01-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Status: NATIVE
Subject: LETTER OF UNDERTANDING TO AUTHORITIES OF GUAYAQUIL INTERNATIONAL FAIR RE THE ESTABLISHMENT OF A \"U.S. PAVILION.\"
TAGS: BEXP, EC
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Type: TE
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